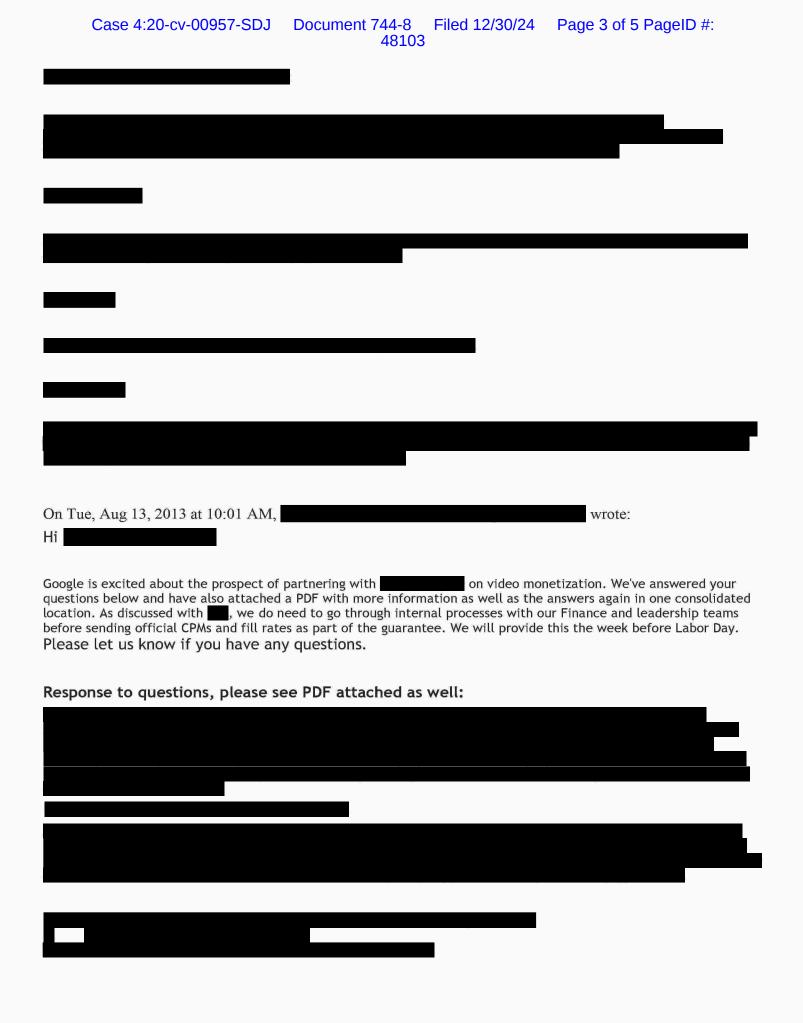
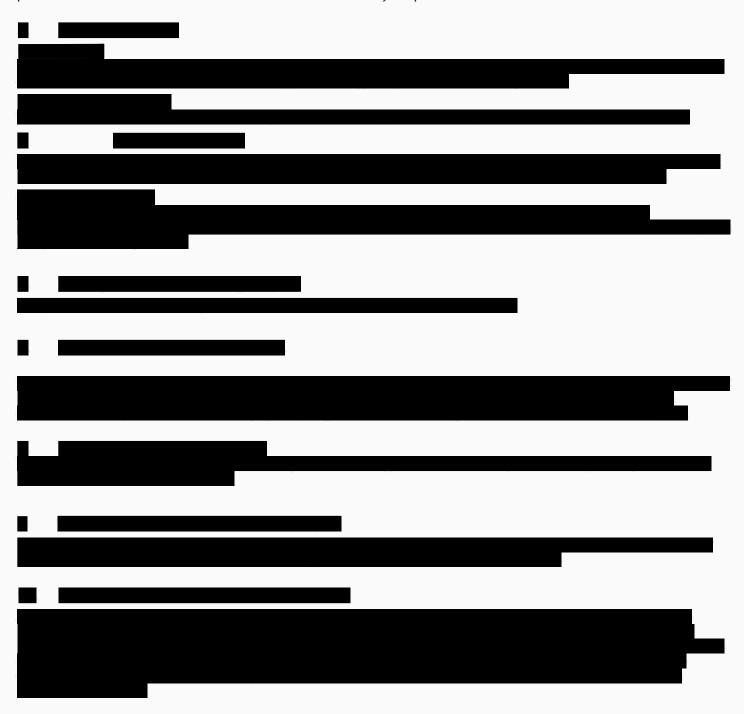
EXHIBIT 94 REDACTED



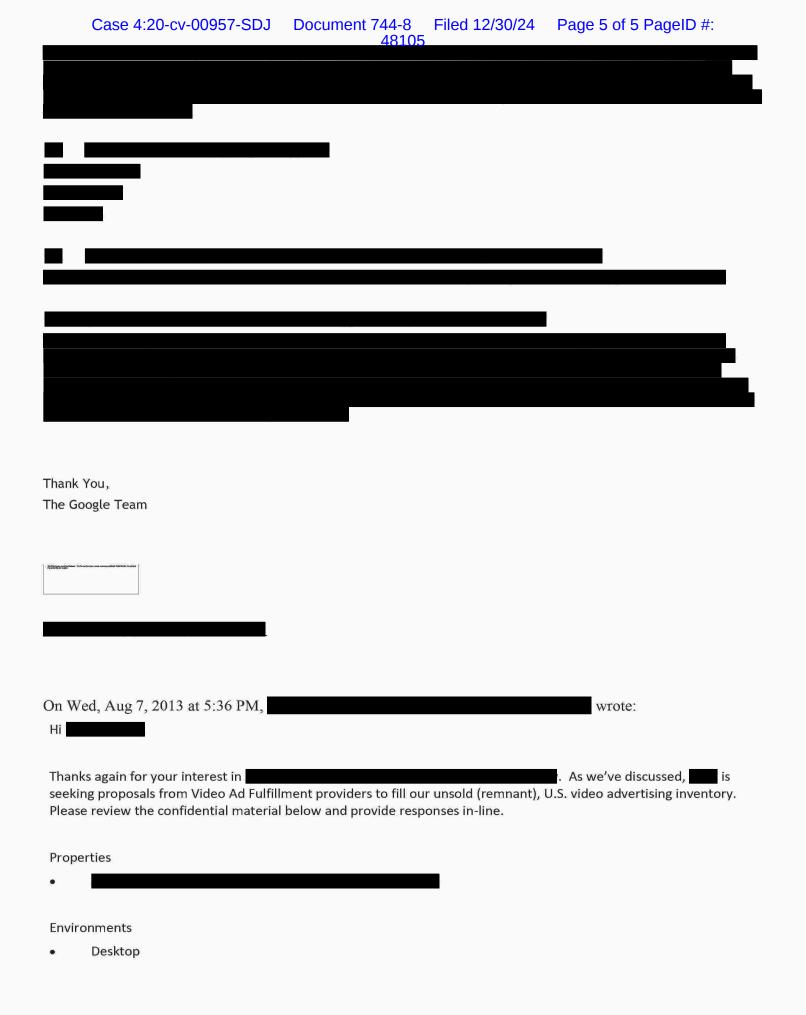


4. Traffic 'House' ads if no paid ads are available to fill slots and maintain ad load.

Google <u>is the only partner</u> that offers true dynamic allocation to help automatically optimize yield. The seamless integration of AdX and DFP with Dynamic Allocation allows AdX to compete in real time within the ad server without passbacks and with the best ROI across indirect sold inventory for publishers.



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